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2011

SPECIAL POINTS OF INTEREST:

Searching Methods

Searching Tips

Maps and Directions

Why use a database?

E-books

Web Safety!

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1098 Lexington Ave.
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More Internet Search Skills

Directories & Search Engines

When looking for information on the Internet, most users start with search engines, like Google, Yahoo! or msn.com. These search engines send small programs called "robots" out to index information on websites available online. They create large indexes of each word, link, and graphic that they find, and use these indexes to suggest web pages when you submit searches into their search box. Best for specific searches, going to specific destinations, or experimenting. Try: IRS, California

Directory sites, like the Open Directory Project, Internet Public Library and Google Directory use a filing cabinet-like structure to organize websites. They develop a category, like Entertainment or Health, and then add subcategories and sites and more subcategories.

address: <http://www.dmoz.org/>

[dmoz](#) [open directory project](#) In partnership with AOL search
[about dmoz](#) [dmoz blog](#) [suggest URL](#) [help](#) [link](#) [editor login](#)

Search [advanced](#)

Arts
Movies, Television, Music...

Business
Jobs, Real Estate, Investing...

Computers
Internet, Software, Hardware...

Games
Video Games, RPGs, Gambling...

Health
Fitness, Medicine, Alternative...

Home
Family, Consumers, Cooking...

Kids and Teens
Arts, School Time, Teen Life...

News
Media, Newspapers, Weather...

Recreation
Travel, Food, Outdoors, Humor...

Reference
Maps, Education, Libraries...

Regional
US, Canada, UK, Europe...

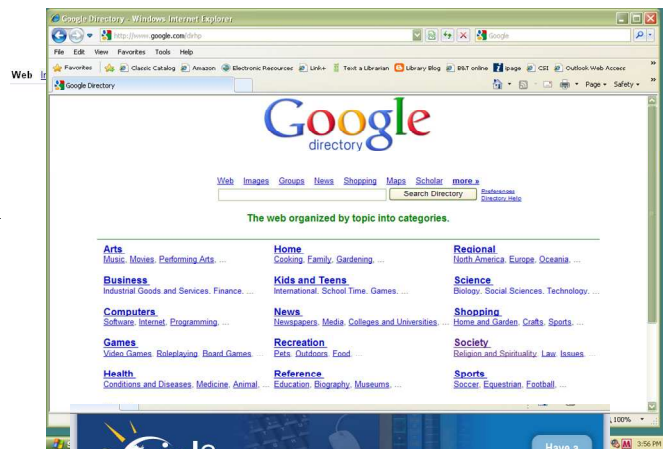
Science
Biology, Psychology, Physics...

Shopping
Clothing, Food, Gifts...

Society
People, Religion, Issues...

Sports
Baseball, Soccer, Basketball...

World
Catala, Dansk, Deutsch, Español, Français, Italiano, 日本語, Nederlands, Polski, Pycckий, Svenska...



<http://www.dmoz.org>

<http://www.ipl.org/>

<http://dir.yahoo.com>

<http://google.com/dirhp>

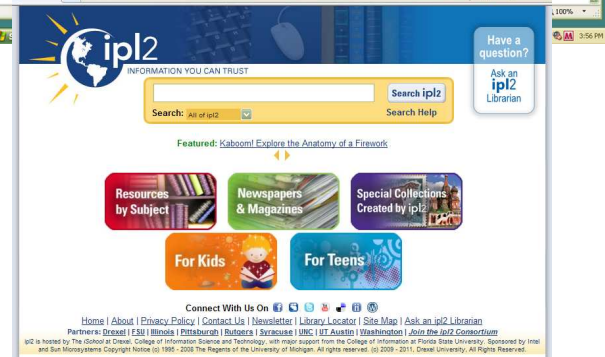
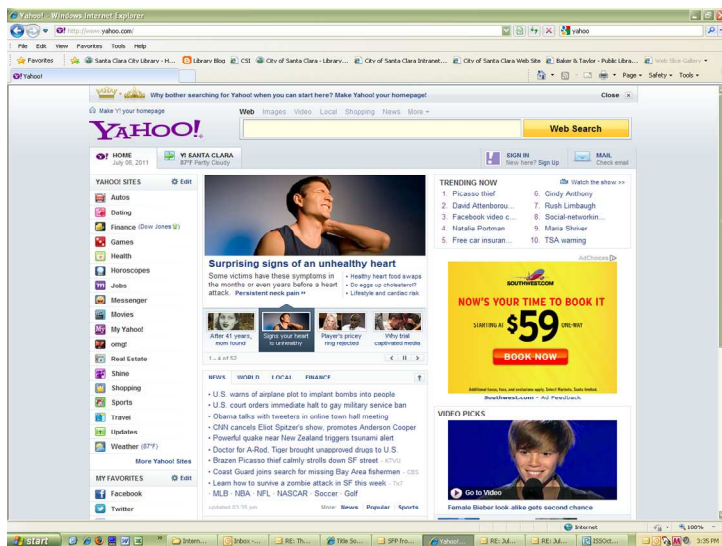
Entertainment

+Movies

+Books,

+Music

Directory sites are best for browsing web sites on your topic.



“Attempt the
end, and
never stand
to doubt;

Nothing ’s so
hard but
search will
find it out.”

-Robert Herrick

Site:

Use this to search for a word or phrase only on this type of site. Try catalog site:.edu.

A Note about Frequently Used Words

Words like “the” and “and” will never be searched using most search engines. They appear too frequently to be useful.

Use Specific Words

Using unique keywords and more keywords will net better results. Search “Scotland” v. “Scotland golfing summer” to find vacation information. Which works better?

Look for synonyms

If the first set of keywords does not work, don’t give up. Often trying a similar term will turn up new and different results. Example: hawks and raptors

Go beyond search

Search engines like Google and Yahoo! can do more than just find web pages. They can perform math calculations (use +, -, *, /), convert measurements, list definitions for words (define:search engine), and show where a place is on a map. Type: Google search features in Google or Yahoo! Help Search Tips in Yahoo!

Evaluating a Website

What can the URL tell you?

Is it a personal page? What is the domain name?

Scan the perimeter of the page, looking for answers to these questions:

Who wrote the page?

Is the page dated? Is it current enough?

For more information, read Joe Barker’s “Evaluating Web Pages: Techniques to Apply & Questions to Ask”

<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html>

! GoogleGuide making searching even easier

Visit this online interactive tutorial and reference for experienced users, novices, and anyone in between, at this URL: <http://www.googleguide.com/>. Created by Nancy Blachman because she wanted more information about Google's capabilities, features, and services than she found on Google's website.

Copy (Ctrl + c) and Paste (Ctrl +v) Find (Ctrl+f)

Using these convenient key stroke combinations is an important skill for computer users. It makes you more efficient in searching by preventing typing errors and saving time. To copy something, just highlight it, press both keys, Ctrl and c (Copy) and move to the location to which you want it copied, position the I beam and press both keys Ctrl and v (Paste). The copied portion will be copied identically. Find (Ctrl and f) searches the page for a specific phrase. These operators are also found in the Edit drop down menu.

Maps and Directions

<http://maps.google.com/support>

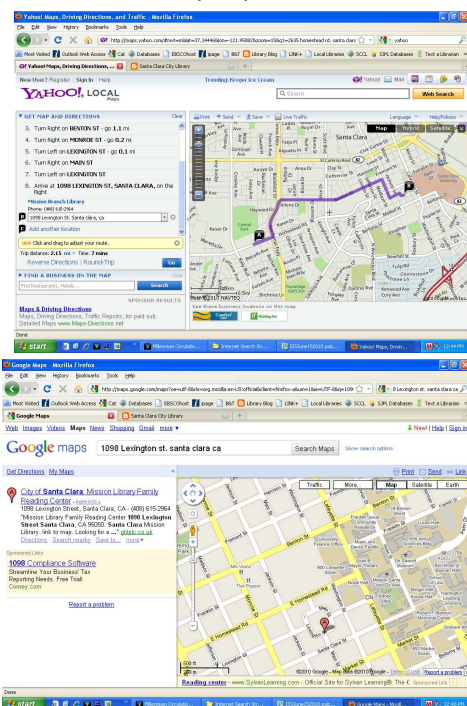
These sites all will help you do several kinds of searches, including:

A Map of a Location or City.

This is the simplest way to start when you already know the address of what you are looking for. You can either use an address or an airport code (like SFO).

Driving Directions

None of this software is perfect. It will not know about new construction, commute traffic, and seldom gives instructions as well as a city native. However, online directions can be very helpful.



Things to think about: recent construction, traffic information, weather problems.

Try this: 511.org: transit links, trip planner, bicycle maps

Finding Local Businesses

When you are looking for an Italian restaurant, a hotel near your conference, or the nearest library to your child's school—some of these programs will help you by creating lists of locations for you.

Then you can route to the place of your choice!

Trips with Multiple Stops

If you are routing between many locations—try Rand McNally's search interface. You'll have to put them in order yourself, unless you want to sign up for premier membership!

Also try using Google's mapping software that lets you "re-route" your trip by pulling the driving path along streets you would prefer.

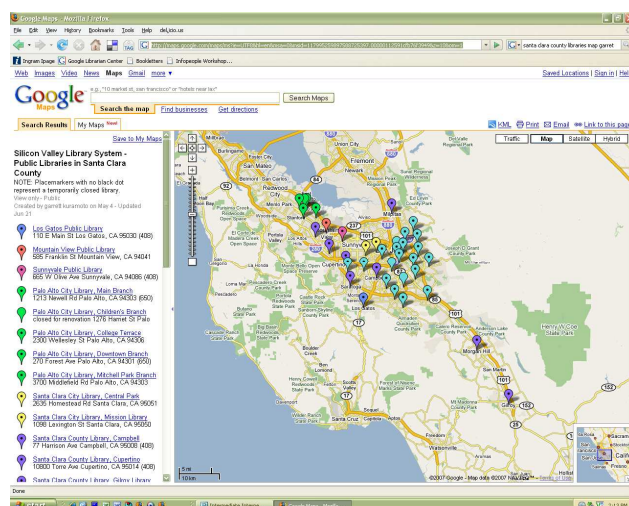
A Different View

Many of these mapping sites also will offer you aerial photographs of the city streets and hybrid views where the streets are named.

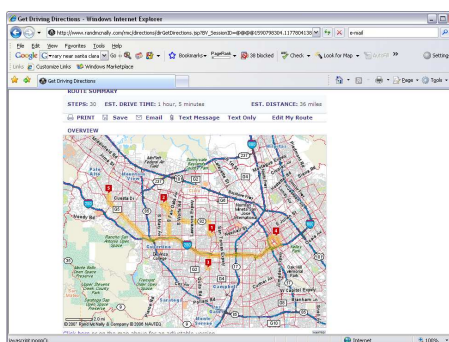
Some even offer pictures on the street level! These can be useful when seeing the location is necessary for identifying it!

Making your own maps

It's possible to create your own maps of favorite locations! Try Google's My Maps function. A gmail account is required!



This map of all libraries in Santa Clara County was created by Garrett Kuramoto of the Sunnyvale Public Library!



More resources: Off the Shelf!

<u>Call Number</u>	<u>Author</u>	<u>Book Title</u>
025.0425 H68	Randolph Hock	<u>Extreme Searcher's Internet handbook : a guide for the serious searcher</u> (2010)
004.16 T77	Gina Trapani	<u>Upgrade Your Life: The Lifehacker Guide to Working Smarter, Faster, Better</u> (2008)
004.16 B75	Joe Vitale	<u>Your Internet Cash Machine</u> (2008)
025.04 E46	Montgomery Eliot	<u>Finding Anyone, Anywhere, Anywhen</u> (2009)

Don't forget, your friendly library staff

Librarians, library assistants, library technology aides are all willing to answer questions and assist you in finding the information you need, whether it is found on the Internet, or in our subscription databases, books, maps, or some other resource. Just ask!

Hours at Santa Clara City libraries

Central Park Library

Sunday 1:00 p.m.— 5:00 p.m.
Monday-Tuesday 10:00-8:00 p.m.
Wednesday-Friday 10:00-6:00 p.m.
Saturday 10:00-5:00 p.m.

Mission Family Reading Center

Sunday Closed
Monday, Tuesday 1:00 p.m.—6:00 p.m.
Wednesday 12:00 p.m. — 8:00 p.m.
Thursday 10:00 a.m.—6:00 p.m.
Friday and Saturday Closed

Central Park Library
2635 Homestead Road
Santa Clara, CA 95051
Phone: (408) 615-2900
E-mail: librarians@santaclaraca.gov

Thank you for coming to “Internet Search Strategies.” Check back with us for future classes! Tell us what you’d like to learn!

